CONTENT DISCOVERY AND DIFFERENTIAL ADVERTISING IN VIDEO DISTRIBUTION NETWORKS

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ABSTRACT

A method and apparatus for monitoring use patterns or services available information in video distribution networks. A network termination unit receives the video content through a port, demodulates and decodes the signals to produce display signals. The display signals are displayed on a viewing device connected to the network termination unit and the network termination unit monitors the use patterns and/or services available information of the viewing device. The unit then formats the use patterns or services available information into use pattern network packets and transmits them. A content analyzer receives use pattern packet from a network termination unit and decode them to access the data. The content analyzer then analyzes the use patterns and/or services available information and characterizes the unit. The characterization of the unit is then used to target content to that unit.